R.J. Reynolds
Tobacco Company

L. T. Wolfe #1240
Account Manager

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Raritan Center
Edison, NJ 08837
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May 7, 1996

To: Retail Reps

Subject: Home Liquors

Ladies and Gentlemen:

Sales / Retail

1221	2,3,4	1222	
1222		1223	
1223		1226	25,26,27,28,29
1224		1229	
1225		ROM	
1226	3,6	PC	SC
1229		MC	PA
1240			
1244		RSM	RBM

Please be advised of the following items authorized by Jim Bellias:

Our "one Sheet" frame sign item #466643 is authorized for all stores. Please let me know of any store that does not have one installed and I will order.

Push pull decals are authorized for all stores.

RJR shopping baskets are authorized for all stores.

Lighted top signs are authorized for all contract displays.

An RJR banner and/or a ground mount, preferably Winston or Salem , is authorized for any store that is allowed to have one according to local ordinances (Verona is not allowed any outdoor signs).

An automatic distribution of Doral Box .30 off stickered product was sent to all stores and should be featured on one tray of the Doral Savings Display with signage featuring the low price of this stickered product.

Our "Select Empty Pack Trade In" promotion is being worked in all stores from April 1 - May 31st. The customer gets a free pack when 4 empty "inner" packs of Select are traded in. Check with each store to make sure they are collecting only the "inner" packs.

Please make sure each store has placed the specially made poster made by Home Liquors for this promotion in the front window of each store. Also all Winston PCDs should feature Winston Select on the top shelf with an ad placed on the PCD advertising our "Select Empty Pack Trade In" promotion.

Important: please collect empty packs of Select, give store manager a receipt signed by you and the manager for the # of empty packs, and send a copy of signed receipt to the ROU to my attention.

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Source: https://www.industrydocuments.ucsf.edu/docs/rsln0000

Again please let me know of anything you need ordered to take of all authorized items.

If you have any questions please let me know.

Lanny

cc: John Klein
Nick Kuruc

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